

NAEB

PRESIDENT'S MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Hill
TO: NAEB BOARD OF DIRECTORS

OCTOBER 1, 1966

PURSUING THE ELUSIVE DOLLAR DONOR or THE ROVER BOYS ON MADISON AVENUE

Scotty Fletcher and I have been beating the bushes in New York in fund raising activities and are encouraged by the response. Without anticipating the report which Scotty will give to the Board, we are involved in an effort to raise immediately \$100,000 and have been talking to executives of networks, representatives of group stations, and such members of the electronics industry as American Tel, General Telephone and Electronics, and General Electric. We have made two major excursions to New York in this cause together and Scotty has made additional visits on his own. He has made this a special cause and we are all much indebted to him for his energy and dedication. At Kansas City he will give a full report, including a description of the five-year plan for fund raising.

NAEB-BBC ENTENTE CORDIALE

On September 15, I had the privilege of holding a small dinner party at the Congressional Country Club in honor of Sir Hugh Green, Director General of the BBC. Others attending were: John Bystrom, Special Asst. on TV to the Asst. Sec. of HEW; E. William Henry, Former Chairman of the FCC; Charles McIntyre, Chairman of the ID Board (in town for a USOE meeting); Jack Summerfield, Vice Chairman of the NAEB Board; Robert Hilliard, Director of the Educational Broadcasting Branch of the FCC; C. Scott Fletcher, NAEB-ETS; and Jack Aistrop, American Representative of the BBC. Sir Hugh talked informally for over two hours, answering questions with great candor concerning subjects such as audience ratings, international communications satellites, and the proposed University-of-the-Air as a second service of BBC television.

Previously Sir Hugh met with Sen. Pastore and staff to give his views on the Ford Satellite proposal. He sustained our position that such a scheme would not insure nearly enough revenue to support a second service.

PROJECTS ENDED, EXTENDED AND PROJECTED

In two weeks the recommendations of the third phase of our Educational Communications System study will be presented to the U. S. Office of Education. Present plans call for personal presentation to high level officials at HEW, USOE. Copies of the full report will also be sent to the Board.

Jim Miles, Purdue University, is acting Director for the concluding weeks of the ECS study - covering the departure of John Witherspoon who has just left for Santa Barbara where he will be Associate Director for Telecommunications of the Brooks Foundation. (The Brooks Foundation contracts for projects and studies; it does not, as the name implies, make grants.)

A three-month extension has just been received on the contract for the USOE project developing six color films on the use of instructional television. These films are being written and produced at the U. of Texas; three are completed, two are in the final stages of completion; and one is yet to be activated. The end product will be an effective kit for use at teacher workshops, seminars, instructional centers, and for demonstrations by utilization specialists and school and station administrators.

Authorization has been received from the High Commissioner of the Trust Territory of the Pacific Islands to undertake a study in that area to determine whether television and radio can be used to improve and strengthen their education systems. A Washington meeting last week with the Assistant Commissioner of the Territory revealed an encouraging attitude toward the use of technology and a willingness to consider a range of changes involving a twelve-month school program, improved school facilities, new teaching roles, and more active leadership from the central administration.

The study, to be paid for in its entirety in advance, will be conducted during November and December.

WINGSPREAD RADIO CONFERENCE IS A WING-DING

Some seventy people met, September 25-28, at Wingspread (the Frank Lloyd Wright designed home near Racine, Wisconsin, which now houses the Johnson Foundation) to consider "Educational Radio as a National Resource." The three-day meeting was sponsored by NER, and underwritten by the Johnson Foundation, which has previously supported several NER radio series.

Participants included people in industry, commercial broadcasting, government, education, philanthropy. NAEB representatives included the entire NER Board, Richard Hull, Chr. of the NAEB Board, and myself.

Others included: Charles Daly, V.P., U. of Chicago; Richard Doan, TV Guide; Clark M. Eichelberger, V.P., United Nations Assn.; Howard Kany, CBS; George Probst, Edison Foundation; and L. F. Tijmstra, Director of Radio Nederland. Major speeches were made by Prof. Charles Siepmann, N.Y.U.; Bob Shayon, radio-TV critic for Saturday Review; and yours truly.

During the three-day session, the participants enjoyed the gracious hospitality and splendid cuisine provided by the John Foundation, the stimulating environment afforded by Mr. Wright's organic architecture, and worked long hours in five separate discussion groups. The discussions were lively and sometimes heated. (There were several commercial broadcasters in the group and sometimes it sounded like a re-play of the IERT meetings of the past 35 years.) Everybody agreed that something needed to be done to make educational radio a more potent force in our society and some consensus, if not unanimity, was achieved on how best to realize this objective. Some of the recommendations included: establishment of a national program production and training center; inclusion of radio in any communication satellite proposals; and setting up of a public affairs radio news bureau in Washington. Underlying all the discussion was an emphasis on the need to make educational radio relevant - in particular, to address itself to community needs.

Most attractive participant: Myrna Loy, actress, member of the Board of National Committee Against Discrimination in Housing, and former member of the U. S. National Commission for UNESCO.

DEPARTURES FROM OUR REGULAR PROCEDURES

John Witherspoon, to Santa Barbara, as Associate Director for Telecommunications, the Brooks Foundation.

Frederick Breitenfeld, Formerly Associate Director, ETS Division, assumed responsibilities, October 3, as Executive Director, Maryland Educational-Cultural Television Commission, Baltimore.

Yasmine Mirza, resigns at the end of October from her post as Personnel Placement Director. She will return to her home in Pakistan after 3½ years in the United States, three years of which has been spent with the NAEB. Carol Whitcomb will assume responsibility as Personnel Placement Director.

Udell Ehrlich, who has edited the Newsletter during recent months will leave on October 15.

Mrs. Pat Moran, who has worked at NAB and Broadcasting Magazine will assume responsibility for the Newsletter and will be on hand at the Kansas City Convention to handle press relations.

REGISTRATION ZOOMS AS CONVENTION LOOMS

As of today, there are more than 500 people pre-registered and judging by last year, this means we can be assured of over 1,000 total attendance. The Muehlebach Hotel was completely booked by the last week in September. All exhibit space (104 booths) is sold out.

Main speakers include, Fred Friendly, formerly of CBS, now advisor to the Ford Foundation; Dr. Donald G. Emery, Superintendent of Schools, Scarsdale, N. Y.; and the Hon. Paul Miller, Asst. Secretary for Education, Department of HEW. Mr. Miller, highest ranking education official in the Government, is former President of the University of West Virginia, from which position he pushed through the State ETV application.

HENRY NOMINATED AS PUBLIC MEMBER

E. William Henry, former FCC Chairman, at the invitation of the President and concurrence by the Executive Committee, has agreed to accept appointment as a Public Member of the NAEB Board of Directors. He replaces Leonard Marks who was obliged to resign when he became Director of USIA.

Frankly, we have proceeded somewhat irregularly in this situation, since a Public Member must be elected by the full Board. However, Staff, the Executive Committee, and the two divisional Boards which have recently met, have given unanimous and enthusiastic approval; hence, I felt I could proceed with the likelihood that the full Board would endorse his selection. Since postponing his participation until the Spring meeting of the Board seemed an unnecessary delay - particularly since Henry is to receive an NAEB citation at the banquet - I felt we should go ahead and, without waiting for the formal Board ratification, ask him to meet with the Board at Kansas City.

This action does require a formal Board decision, however, so I am convening a special meeting of the full Board for Friday, October 21, at 5:30 p.m. in my suite at the Muehlebach Hotel. The purpose of the meeting will be to elect Mr. Henry to the unexpired term of Leonard Marks. This will only take a short time and I feel this is a more graceful way to handle the matter than to have it on the regular Board meeting agenda. (This is, of course, on the advice of Reuben Clark, our "constitution" counselor.

WGH:mab

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